

EDEN AMES

PROFILE

E-mail

edenames.t@gmail.com

Phone

630-947-6913

Website

<http://www.edenames.com>

Education

DEPAUL UNIVERSITY 2013-2017
B.A. Digital Cinema Production

TECHNICAL PROFICIENCIES

- Premiere Pro
- SEO
- AfterEffects
- Videography
- Illustrator
- Photography
- InDesign
- Wordpress
- Photoshop
- Salesforce
- HTML/CSS
- Microsoft Suite

FUN FACTS

- Spent a combined 7 months abroad in Australia and India during a gap year between high school and college
- Produced a short film that won first place in a New York-based film competition at age 18
- Single-handedly organized, raised funds and marketed an indie arts and music showcase with over 200 attendees in 2016
- Learned to speak Cantonese before English from my Hong Kong-born mom

JOB EXPERIENCE

DEC 2019 - PRESENT

ARCO/MURRAY

Creative Services Manager

- Establishing global brand standards and partnering with marketing teams to execute positioning strategies
- Overseeing creative team operations and improving departmental output quality and efficiency
- Leading creative vision for sales presentations, capabilities packages, proposals, advertisements, video content and global sales material

JUL 2018 - DEC 2019

ARCO/MURRAY

Associate Marketing Manager

- Leading brand positioning, assisting in business development strategy and overseeing marketing initiatives for Entertainment and Multifamily divisions, supporting a combined \$210M in business
- Identifying new markets and competitive advantages through research and SWOT analyses
- Increasing operational efficiency through standardization of department-wide processes
- Overseeing creative team operations and providing creative direction for sales presentations, capabilities packages, proposals, advertisements, video content, etc.

OCT 2017 - JUL 2018

ARCO/MURRAY

Marketing/Design Associate

- Spearheaded creation of new service offerings for VR building previsualization and supported development of 3D point-map scanning capabilities in collaboration with architecture team
- Designed layout and developed front-end of company's internal Intranet
- Produced and edited over 50 training videos, creating procedure for ongoing training content production
- Delivered continual design support for web and print collateral in addition to copywriting for press releases and all marketing materials

JUN 2017 - OCT 2017

ARCO/MURRAY

Design Intern

- Print design for recruiting and tradeshow banners, booklets and handouts
- Web design for new company website and sales microsites
- Full-service video production for recruiting and sales videos used on company website and microsites
- Email template design for company-sponsored event Bike Ride for the Kids
- Copywriting for ARCO/Murray website

DEC 2015 - SEP 2016

AMERICAN MARKETING ASSOCIATION

Digital Content Producer

- Authored articles featured in *Marketing News*, *Marketing Health Services* and *Marketing Insights* as part of Fast Track and Scholarly Insights columns
- Produced search-optimized content such as infographics, videos and interactive content featured in digital publications
- Maintained website's home page through management on Sharepoint